

U.S. Census Bureau Texas Demographic Conference

May 23, 2018



Agenda

Promoting Census Bureau Data and Response

- Census Economic Programs Overview
- Using Census Bureau Statistics
- Economic Census Overview
- Promotional Campaign
- Q&A

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of all 50 states
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population
and Housing Census
Every 10 years**

**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic
surveys every year**

Census Bureau Economic Programs





Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:



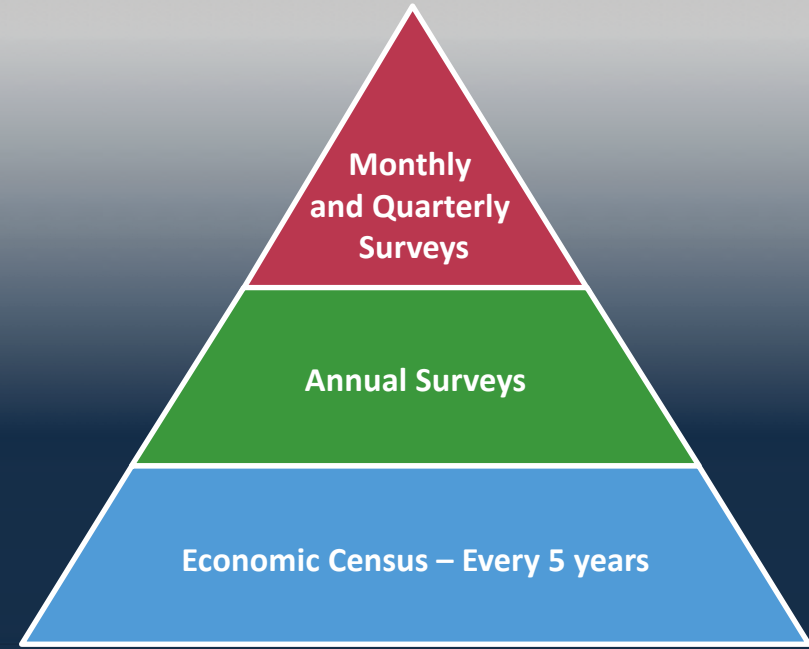
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 - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available



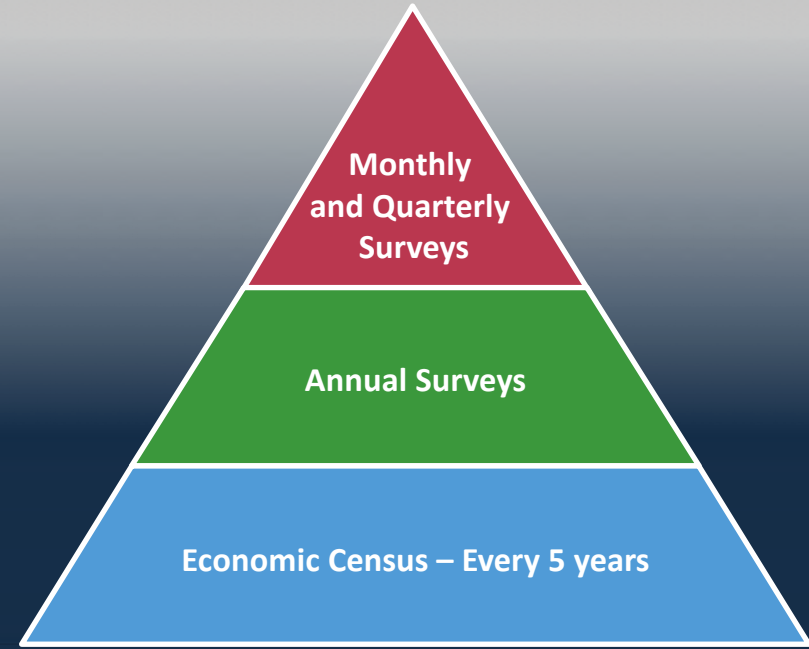
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 - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

Economic Indicators



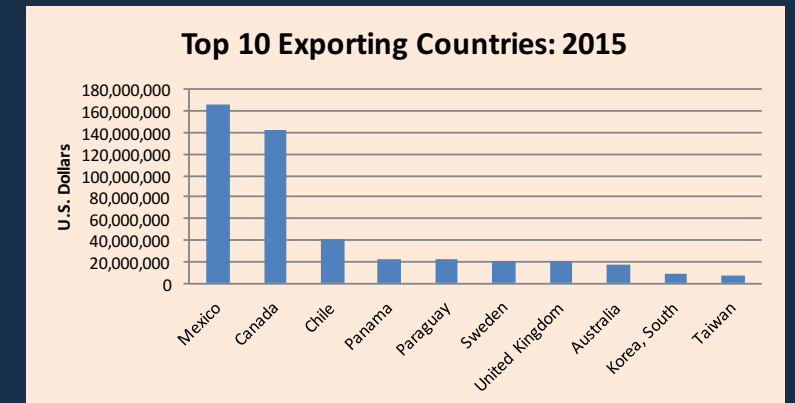
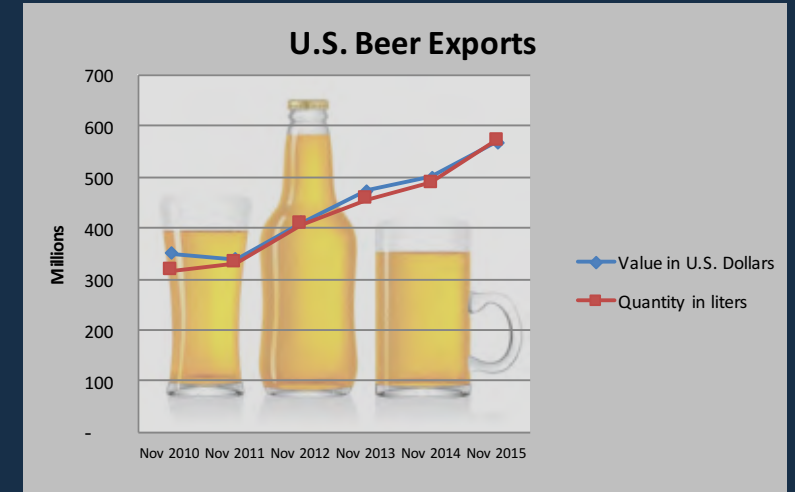
- 17 Census Bureau surveys that provide key economic statistics for nearly every sector
 - Monthly, including:
 - Retail Trade Survey, Building Permits, and Exports/Imports
 - Quarterly Financial Report; Quarterly Services Survey
- Sample surveys
- Shown at the national level only, except:
 - Building Permits/Housing Starts
 - International Trade data
- Released on the *Economic Indicators Briefing Room*:
www.census.gov/economic-indicators/index.php



International Trade

Monthly
and Quarterly
Surveys

- 10 Census Bureau surveys that provide monthly and annual U.S. exports and imports statistics at the national, state, and port levels
- Also provides data by Commodity Classification
 - e.g. Beer and Ale sales across multiple industries (liquor stores, grocery stores, convenience, etc.)
- Issues export regulations from the U.S.
- See [census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)

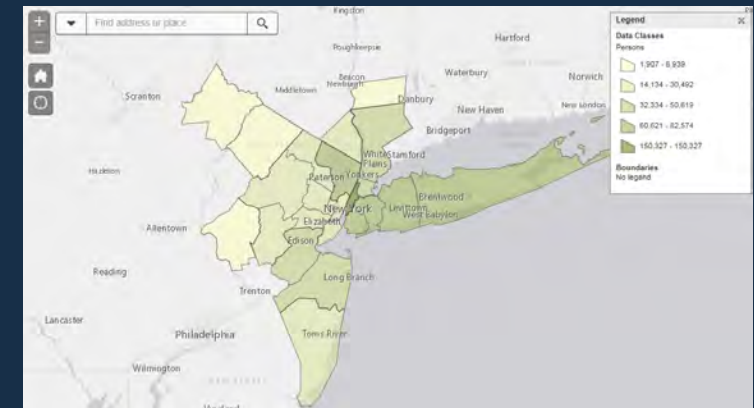


Annual Economic Programs

Annual Surveys

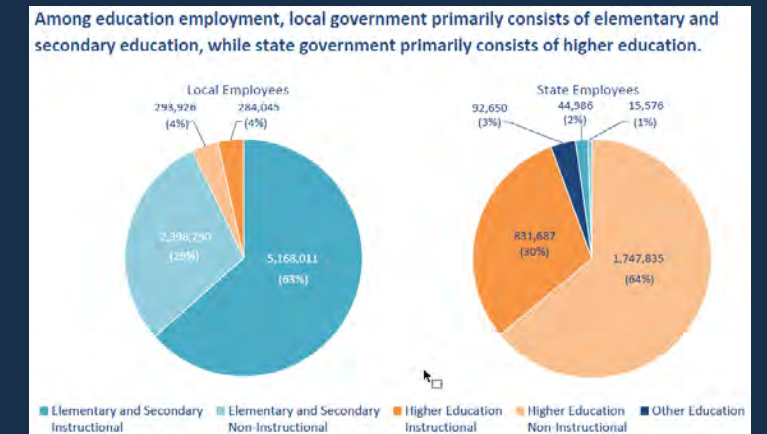
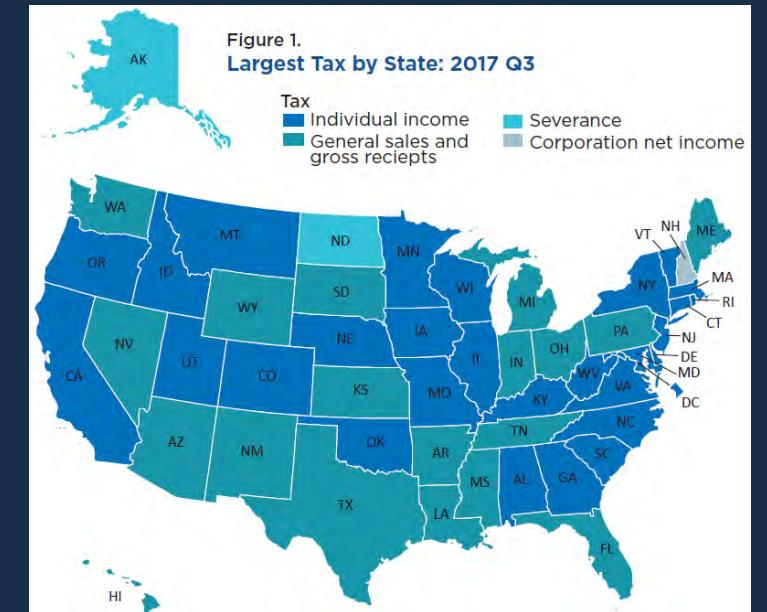
- 20 Census Bureau surveys that provide annual economic statistics for nearly every sector
- Sample surveys or administrative data
- Shown primarily at the national level, except:
 - *County Business Patterns*: National, State, Metro, County, ZIP Code
 - *Non-Employer Statistics*: National, State, Metro, County
 - *Annual Survey of Manufacturers*: National and State
- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) and Annual Capital Expenditures Survey
- Released on American FactFinder, QuickFacts, Excel files, and other Census tools

Geographic area name	2012 NAICS code	Meaning of 2012 NAICS code	Year	Number of establishments	Paid employees for pay period including March 12 (number)	First-quarter payroll (\$1,000)	Annual payroll (\$1,000)
New York County, New York	90	Total for all sectors	2015	105,444	2,206,184	77,833,316	259,340,377
New York County, New York	11	Agriculture, forestry, fishing and hunting	2015	7	84	1,072	4,870
New York County, New York	21	Mining, quarrying, and oil and gas extraction	2015	13	140	5,887	18,638
New York County, New York	22	Utilities	2015	36	7,693	231,723	801,070
New York County, New York	23	Construction	2015	2,016	34,465	693,662	3,140,560
New York County, New York	31-33	Manufacturing	2015	1,878	18,504	223,076	916,438
New York County, New York	42	Wholesale trade	2015	8,137	89,922	1,902,601	7,990,269
New York County, New York	44-45	Retail trade	2015	11,504	150,327	1,447,916	5,944,852
New York County, New York	48-49	Transportation and warehousing	2015	780	16,279	205,401	868,000
New York County, New York	51	Information	2015	4,487	166,794	6,512,422	22,263,045
New York County, New York	52	Finance and insurance	2015	7,261	292,033	30,343,105	88,236,433
New York County, New York	53	Real estate and rental and leasing	2015	9,800	71,097	1,519,081	5,961,267
New York County, New York	54	Professional, scientific, and technical services	2015	17,941	314,283	8,963,008	37,127,729
New York County, New York	55	Management of companies and enterprises	2015	1,077	91,914	4,647,759	14,888,357
New York County, New York	56	Administrative and support and waste management and remediation services	2015	4,480	141,812	2,252,605	8,600,947
New York County, New York	61	Educational services	2015	1,669	143,857	1,948,366	8,125,035
New York County, New York	62	Health care and social assistance	2015	8,260	244,760	3,680,645	15,533,815
New York County, New York	71	Arts, entertainment, and recreation	2015	4,571	68,848	997,919	4,420,532
New York County, New York	72	Accommodation and food services	2015	10,003	236,361	1,838,416	8,068,479
New York County, New York	81	Other services (except public administration)	2015	11,125	118,556	1,523,999	6,286,152
New York County, New York	99	Industries not classified	2015	397	455	3,399	18,161



Public Sector (Governments)

- 5 surveys that provide economic statistics about state and local governments
- Serve as public-sector counterpart to private sector data
- Response is voluntary
- Virtually no confidentiality restriction – data is public record
- Core Program Content
 - Organization and Structure
 - Government Employment
 - Government Finances
- Released on American FactFinder, Excel files, and other Census tools



Census Bureau Data Tools

- [QuickFacts](#) – provides statistics for all states and counties, and for cities and towns with a **population of 5,000 or more**
- [Census Business Builder \(CBB\)](#) – a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format
- [Industry Statistics Portal \(ISP\)](#) – provides access to the Census Bureau programs that provide economic data for a user-selected industries
- [American FactFinder \(AFF\)](#) – American FactFinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American FactFinder come from several censuses and surveys



Census Business Builder

<https://www.census.gov/data/data-tools/cbb.html>

The screenshot shows the 'Determine the Best Location for Your Business' page. It has two main sections. Section 1, 'What type of business do you want to research?', lists six categories with icons: Construction, Food Services, Healthcare, Personal Services, Prof & Bus Services, and Retail. Below these is a search bar for 'Industry Title, Keyword, or NAICS Code'. Section 2, 'Where are you considering locating the business?', has a 'My Location' input field, an 'or' separator, and a search bar for 'State, County, City/Town, or ZIP Code'. A 'Go To Map' button is at the bottom of section 2.

The screenshot shows the 'Define your region' page. It features a large map of the United States on the left, with a laptop and tablet displaying the map. On the right, there is a text prompt: 'What is the primary state, county, city/town, or ZIP Code in your region?'. Below this is a 'My Location' input field, an 'or' separator, and a search bar for 'State, County, City/Town, or ZIP Code'.

Guiding Principles

- Easy to use
- Customer-focused
- Provide access to Census data and more
 - USDA & third party
- Leverage existing Census investments
 - Esri, API
- Use latest technology
 - Cloud
- Provide for free



Census Bureau Economic Statistics – Texas

- Monthly and Quarterly data:
 - \$43 billion in gasoline station sales nationwide (April 2018 Advance Monthly Retail Trade Report)
- Annual data:
 - Texas employs 27,241 people drilling Oil and Gas wells, spending \$2.4 billion in payroll (2016 County Business Patterns)
- Economic Census 5-year data:
 - Where to go for dinner? 857 full-service restaurants in Austin, 1,841 in Houston (2012 Economic Census)

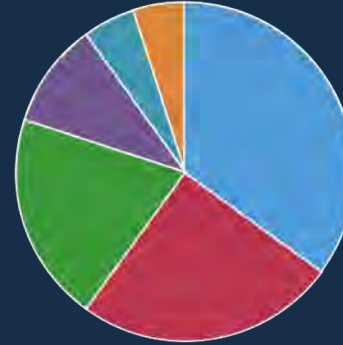
Using Census Bureau Statistics



Accommodation and food services—total sales by industry:

Philadelphia-Camden-Wilmington metro area (\$M)

Source: 2012 Economic Census, Economy-Wide Key Statistics File



■ Full-service restaurants

Using Census Bureau Statistics

- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online



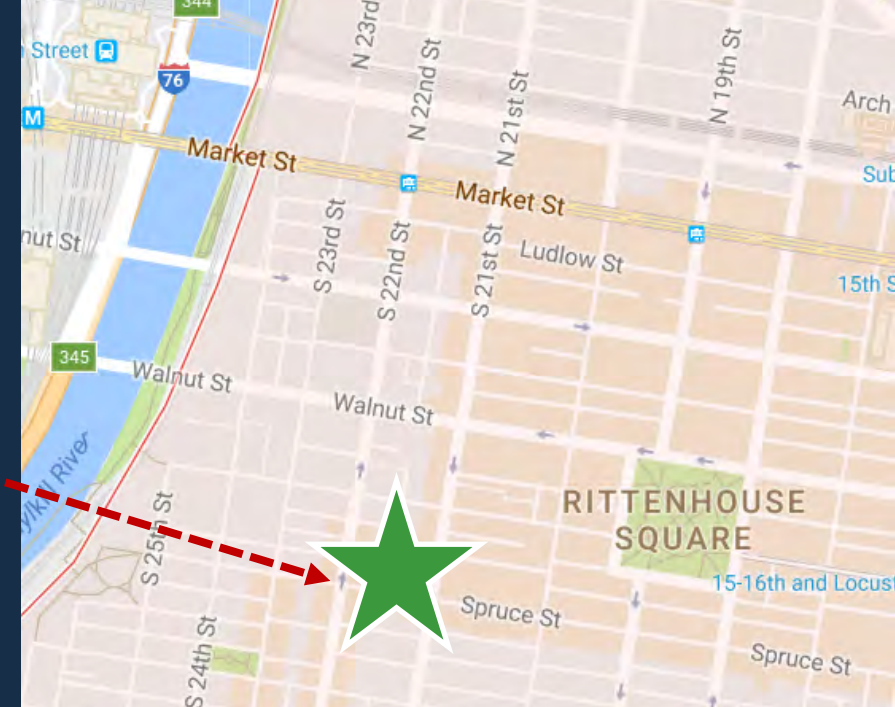
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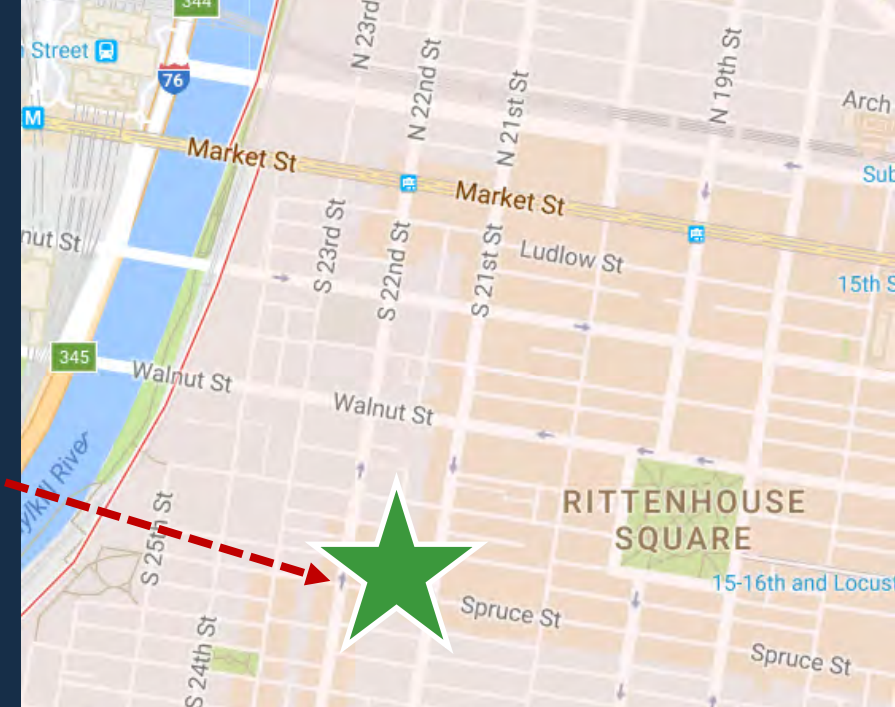
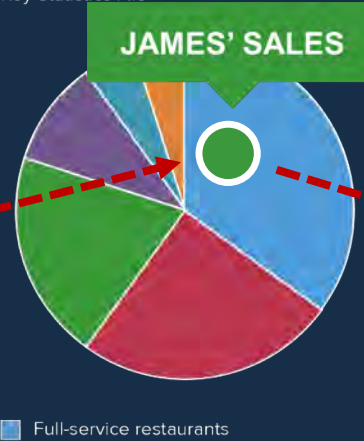
- When it was time for James to open his second restaurant, he used U.S. Census Bureau economic statistics to help pick the location – free and available online
- With industry trends and zip code level data, he identified a downtown spot with high potential for growth



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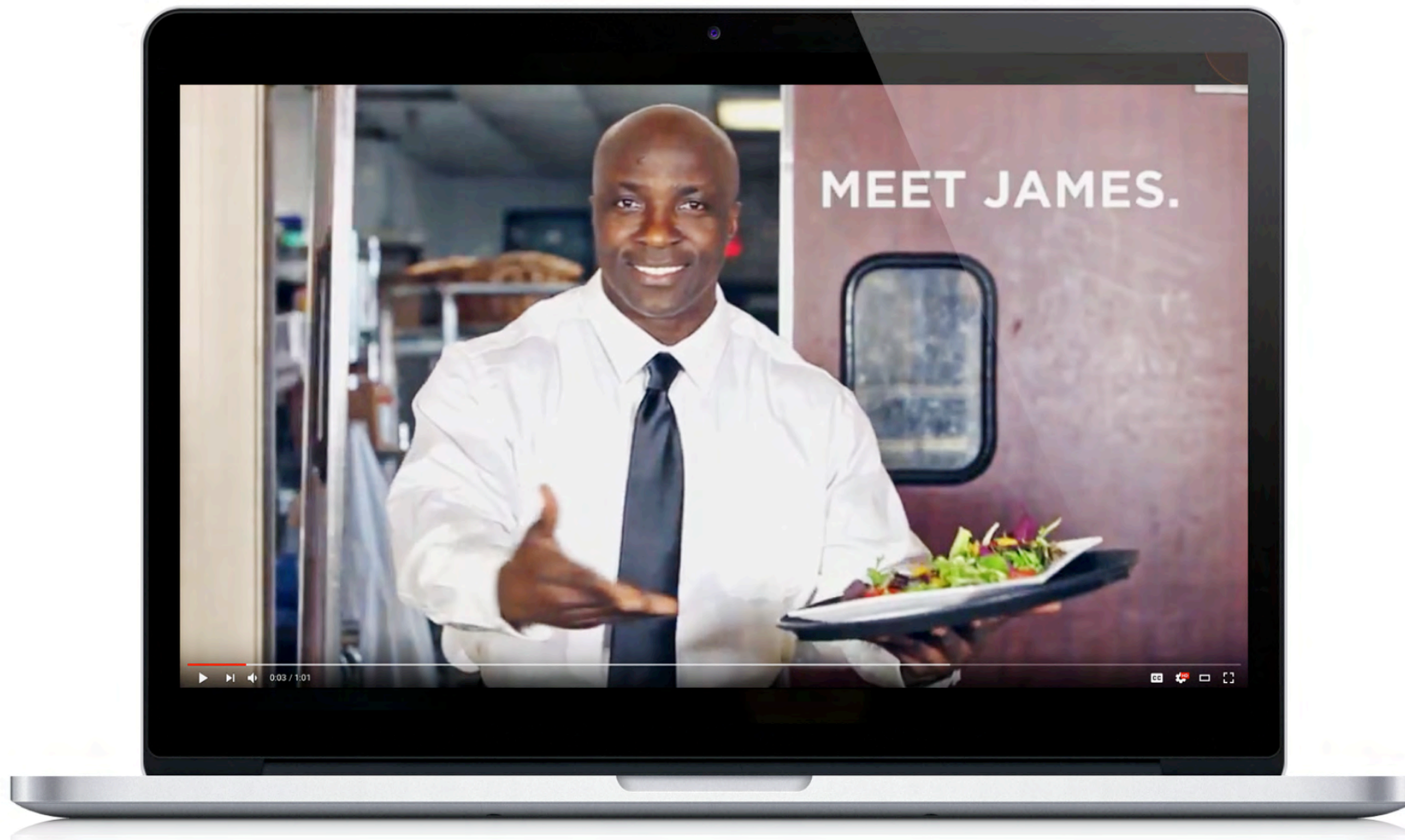
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Where did these statistics come from?

- They came from James' first restaurant and all the other companies who responded to Census Bureau surveys. Together, their data fueled the local, state, and national statistics used for planning and decision making.

2018 Communications Campaign census.gov/EconomicCensus



Economic Census Overview





About the Economic Census

- The U.S. Census Bureau measures the nation's population once every 10 years. It also measures U.S. businesses every 5 years with the Economic Census.
- The next Economic Census is underway. Companies report their 2017 year-end numbers. Due Date is June 12th.
- Response is required by law.
- Responses are confidential. Company data is used for statistical purposes only. The Census Bureau is required by law to keep your information private and secure.
- Response is required online. This reduces the time needed for completion, improves accuracy, and provides significant cost savings for taxpayers.
- Results from the Economic Census are free and available to guide business decisions and policy-making.

Information Required

The Economic Census asks for the following information by location.

- Employer Identification Number
- Physical location
- Primary business activity
- Sales, receipts, or revenue
- Employment and payroll
- Industry-specific questions




Economic Census Response

- Program launched on May 1, 2018
 - Official letters mailed with web address and unique company code to access online survey
 - Deadline for response is June 12, 2018
- Respondents are instructed to set up online account on secure website to complete survey
 - New requirement for Census Bureau economic surveys
 - Similar to other online accounts with email username, password, security questions
- Help is available online and via telephone
- Information and resources are available at census.gov/EconomicCensus



census.gov/EconomicCensus



U.S. Department of Commerce | [Blogs](#) | [Index A-Z](#) | [Glossary](#) | [FAQs](#)

TOPICS

Population, Economy

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Economic Census

About

Information for Respondents

Data

Economic Census By Year

Events

Geographies

Data Users

Guidance for Geographies Users

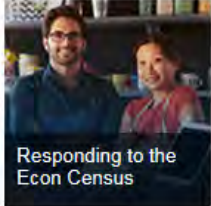
Library

News & Updates


Technical Documentation

Welcome to the 2017 Economic Census resource page. Here you will find tools and information to help businesses respond to the Economic Census and learn more about using Census Bureau data.


For the Economic Census of Island Areas please click [here](#).



Responding to the Econ Census



Using Census Bureau Stats



Promotional Materials

Latest


Updates


News

Data Tables

Publications

Economic Census: Pets STORES +





U.S. Department of Commerce

Economics and Statistics Administration

U.S. CENSUS BUREAU

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8,792 PET STORES +



THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

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LEARN MORE



DATA FROM THE NATION'S BUSINESSES
+
STATS ON EVERY INDUSTRY AND GEOGRAPHY
=
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

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8,848 SOFTWARE PUBLISHERS*
+
\$26 BILLION IN COMPUTER STORE SALES*
=
PARENTS BEGGING THEIR CHILDREN FOR TECH SUPPORT

THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.

Learn more at census.gov/EconomicCensus

*Source: U.S. Census Bureau—2012 Economic Census of the United States

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Census
Bureau

WHEN SHOULD YOU EXPAND YOUR WATCH REPAIR BUSINESS?



El Censo Económico
Vea cómo todo tiene sentido

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Census
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How You Can Help

- Spread the word/Carry the message
- Distribute materials
- Be the boots on the ground
- Promote the value of response



Q & A



Appendix

Data from the Economic Census

- NAICS: **Every** 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see X for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, **place**, and ZIP Code levels
- Other Dimensions: Provides data by **business size** (estab and firm; employment and revenue), **LFO**, **Franchise status**, etc.
- Over **200 data variables** shown, including “core” variables shown in current programs (establishments, employment, payroll) plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines** data
- Very **accurate** (2012 EC: 84% response rate)

DATA FROM THE NATION'S BUSINESSES

+

STATS ON EVERY INDUSTRY AND GEOGRAPHY

=

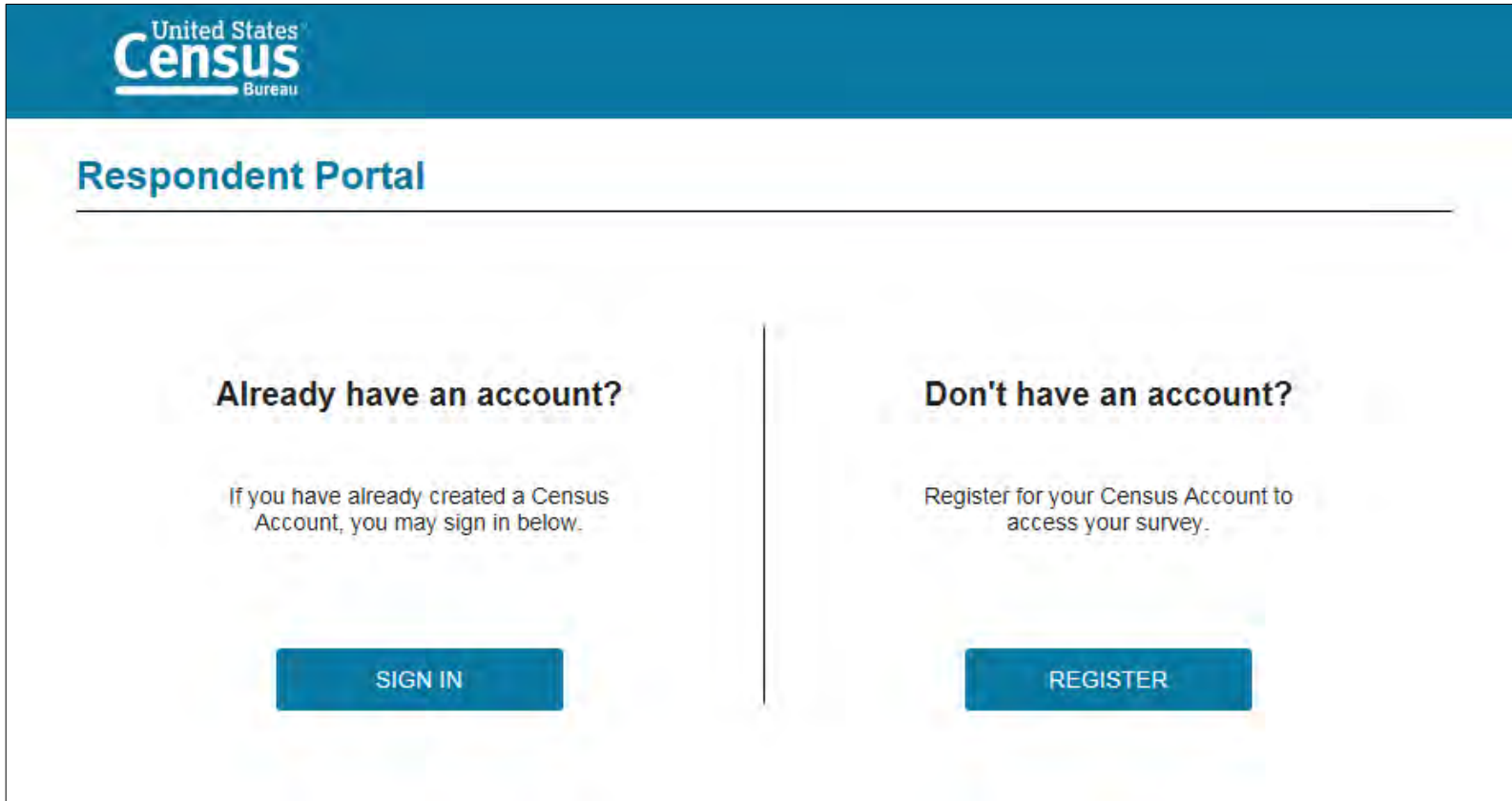
ONE VALUABLE RESOURCE FOR YOUR BUSINESS

**THE ECONOMIC CENSUS.
SEE HOW IT ALL ADDS UP.**

Learn more at census.gov/EconomicCensus

United States
Census
Bureau

Respondent Portal



Create an Account

United States Census Bureau

Create Your Respondent Portal Account

HELP

1 REGISTER 2 CONFIRM 3 LOGIN

Your account is intended for your use only. Do not share your account information. Once you have created your account, you will have the option to delegate to others to assist you in reporting.

Personal Information *All Fields required*

FIRST NAME **LAST NAME**
Last Name is required

EMAIL
EMAIL is Required and will be your user id

CONFIRM EMAIL
EMAIL Confirmation is Required

PHONE
Phone Required

Security Questions (5) *All Fields required*
Questions and answers must be unique. Answers must have a minimum of 4 characters and are not case sensitive.

QUESTION 1
Choose A Question

ANSWER 1
You must answer all security questions

United States Census Bureau

QUESTION 5
Choose A Question

ANSWER 5
You must answer all security questions

Password *All Fields required*

Passwords must contain at least twelve (12) non-blank characters.
Characters must meet at least three (3) of the following four (4) categories:

- English upper-case characters (A-Z)
- English lower-case characters (a-z)
- Numeric (0-9)
- Non-Alphanumerics (ex. !, @, #)

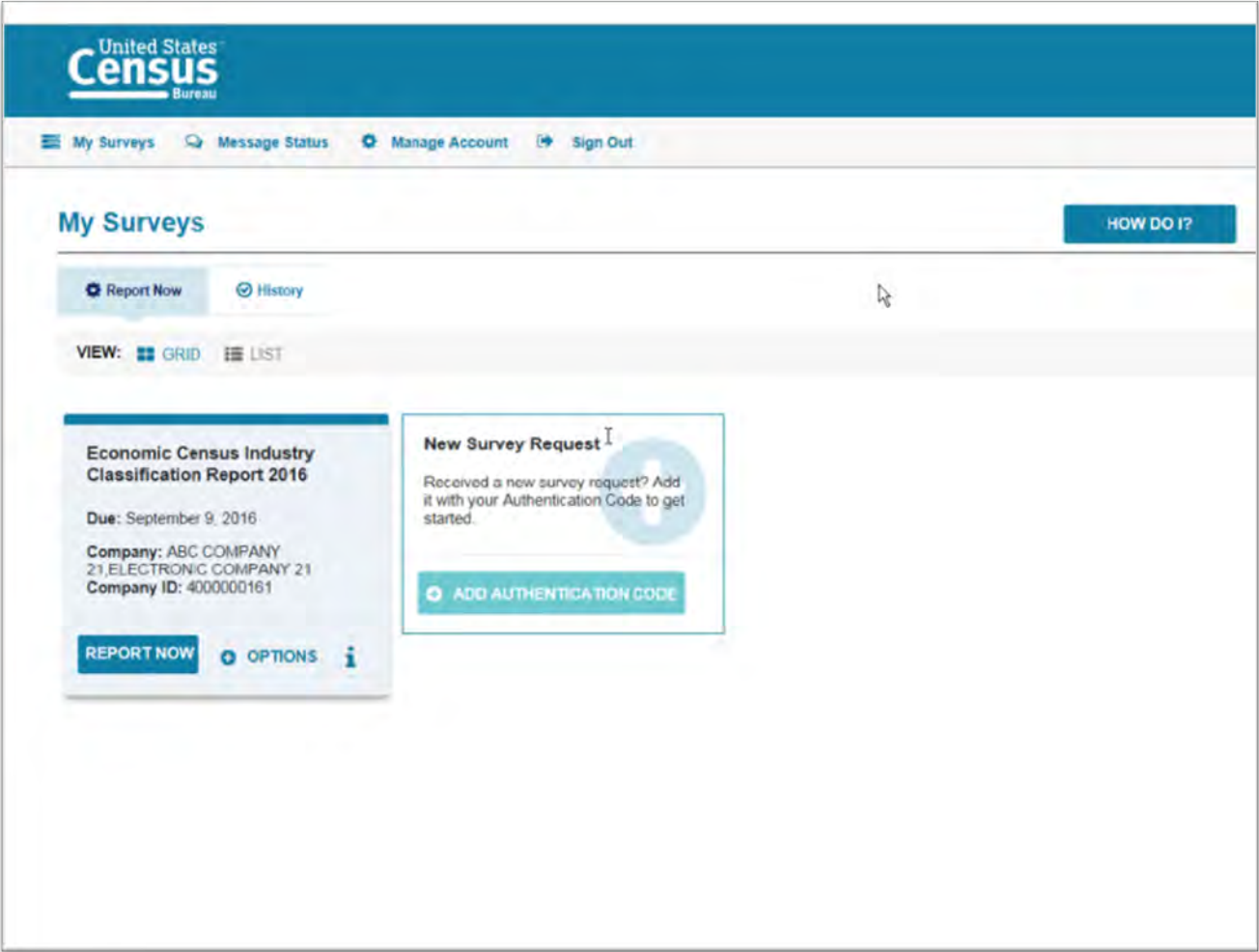
NOTE: Passwords cannot contain portions of your email address, your first name, or your last name.

SECURITY CHECK
Select the Leaf

Submit

[Return to Respondent Portal](#)

Respondent Portal



Overview Screen

United States Census Bureau

Help Site How-To Videos About Contact

Messages 0 Logout

2017 Economic Census

OMB No.: 0607-0996, Approval Expires: 05/31/2020 | OMB No.: 0607-0937, Approval Expires: 05/31/2020 | OMB No.: 0607-0444, Approval Expires: 01/31/2021

Go to Overview Go to Step 1 - Report Go to Step 2 - Review Go to Step 3 - Submit

Overview

Reporting Steps

Step 1 - Report

First, you will need to update our record by adding locations as needed from the Report Dashboard.

Then you will be asked to report various types of information for your company's locations.

Our reporting system offers two ways to enter data:

Option 1: Online form for individual locations

Option 2: Excel Spreadsheets for multiple location reporting

Step 2 - Review

Review your responses and make any necessary corrections.


Step 3 - Submit

Once errors and warnings are resolved, submit your data to the Census Bureau.

Back Continue

Burden Statement | Accessibility | Privacy | Security

Adding Locations


 **Step 1 - Report Dashboard**


1. Update our record of your company's locations by adding locations as needed using the Add Location button at the bottom of the screen.
(Note: To see the list of locations of a consolidated report, click "(View All)" under the "Number of Establishments in Survey" column.)





2. Begin reporting using one of the following options:

Option 1: Start the survey for each location listed in the table below OR


Option 2: Download, and then Upload a completed spreadsheet template to complete the survey for many locations at once


 Download Spreadsheet Template


 Upload Completed Template

Status	Print / Preview Survey Questions	Errors / Warnings	Number of Establishments in Survey	Survey	Title	CFN	Store / Plant
				Filter	Filter	Filter	Filter
Start	 Preview Survey	0/0	3 (View All)	NC-99001(L)	Report of Organization	5000091001	
Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091007	MD93
Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091006	MD93
Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091005	MD93

Total Items: 4

 Print Surveys to PDF

 Add Location

 Delete Added Location


Reporting Data in the Question View

Step 1 - Report Dashboard











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Status	Print / Preview Survey Questions	Errors / Warnings	Number of Establishments in Survey	Survey 	Title	CFN 	Store / Plant
				<input type="text" value="Filter"/>	<input type="text" value="Filter"/>	<input type="text" value="Filter"/>	<input type="text" value="Filter"/>
	 Preview Survey	0/0	3 (View All)	NC-99001(L)	Report of Organization	5000091001	
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Total Items: 4

Question View

[Go to Overview](#) [Go to Step 1 - Report](#) [Go to Step 2 - Review](#) [Go to Step 3 - Submit](#)

RT-44422 - Nurseries, garden centers, and farm supply stores

Location Information

DEFINITION OF ESTABLISHMENT
The reporting unit for this questionnaire is an **establishment**. An establishment is generally a single physical location where business is conducted or where services or industrial operations are performed.

PHYSICAL ADDRESS
Please update the location's physical address if needed.

Name 1

ABC COMPANY 93239

Store/Plant

MD93

Name 2

ELECTRONIC COMPANY 93239

Number and Street

93239 BRANCH ROAD

City, town, village, etc.

SUITLAND

State

Maryland

ZIP Code

20746

For Census Bureau Use Only

CPN

5000081007


X5000091-000

Back

Save and Continue

Go to Screen

Spreadsheets - Download


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<div>Start</div>	<div> Preview Survey</div>	<div>0/0</div>	4 (View All)	RT-44422	Nurseries, garden c...	ADD_500001	
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 Add Location

 Delete Added Location

Spreadsheets - Upload


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
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Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091007	MD93
Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091006	MD93
Start	 Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091005	MD93

Total Items: 4

 Print Surveys to PDF

 Add Location

 Delete Added Location

Step 2 - Review

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Messages 0

Logout

2017 Economic Census

OMB No.: 0607-0998, Approval Expires: 05/31/2020 | OMB No.: 0607-0937, Approval Expires: 05/31/2020 | OMB No.: 0607-0444, Approval Expires: 01/31/2021

Go to Overview

Go to Step 1 - Report

Go to Step 2 - Review

Go to Step 3 - Submit

Due Date: June 12, 2018

Step 1 - Report Dashboard

1. Update our record of your company's locations by adding locations as needed using the Add Location button at the bottom of the screen.
(Note: To see the list of locations of a consolidated report, click "(View All)" under the "Number of Establishments in Survey" column.)

2. Begin reporting using one of the following options:
Option 1: Start the survey for each location listed in the table below OR
Option 2: Download, and then Upload a completed spreadsheet template to complete the survey for many locations at once

Download Spreadsheet Template

Upload Completed Template

Status	Print / Preview Survey Questions	Errors / Warnings	Number of Establishments in Survey	Survey	Title	CFN	Store / Plant
				Filter	Filter	Filter	Filter
Resume	Preview Survey	2/8		RT-44422	Nurseries, garden cen...	ADD_500001	Add1
Start	Preview Survey	0/0	4 (View All)	NC-99001(L)	Report of Organization	5000091001	
Resume	Preview Survey	0/0		RT-44422	Nurseries, garden cen...	5000091007	MD93
Resume	Preview Survey	1/7		RT-44422	Nurseries, garden cen...	5000091008	MD93
Resume	Preview Survey	1/7		RT-44422	Nurseries, garden cen...	5000091005	MD93

Total Items: 5

Print Surveys to PDF

Add Location

Delete Added Location

Overview

Step 2 - Review

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U.S. Census Bureau Briefing | May 2018 | 42

Step 2 - Review

👍 Step 2 - Review

Please review your responses and make any necessary corrections by selecting the 'Fix' button, which will return you to the screen where you can make the appropriate update.

Errors **must** be corrected before the location can be submitted.

Download Errors/Warnings

To download all errors and warnings to a spreadsheet, click the "Download Errors/Warnings" button.

Auto-sum Totals

This report contains the data you have reported totaled by Employer Identification Number (EIN). You can compare these totals to your records to ensure the data you have reported are correct.

Fix	Errors / Warnings	Item #	Explanation	Survey	Title	CFN
	Filter	Filter	Filter	Filter	Filter	1006
Fix	Error	3	Error: Please provide a response for Operational Status in Item 3.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Error	5	Error: Please provide a response for Sales, Shipments, Receipts, or Revenue in Item 5.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Warning	1	Warning: Please provide a response for Employer Identification Number in Item 1.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Warning	4	Warning: Please provide a response for Months in Operation in Item 4.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Warning	7	Warning: Please provide a response for Annual Payroll in Item 7B1.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Warning	7	Warning: Please provide a response for Employment in Item 7A.	RT-44422	Nurseries, garden centers, and farm supply stores	5000091006
Fix	Warning	7	Warning: Please provide a response for First	RT-44422	Nurseries, garden centers, and	5000091006

Total Items: 32 (Showing Items: 8)

Submitting a Survey

[Go to Overview](#) [Go to Step 1 - Report](#) [Go to Step 2 - Review](#) [Go to Step 3 - Submit](#)

Step 3 - Submit

"Can Submit" equals "Yes":

- Survey(s) are already selected for submission.
- You can deselect/select a survey by clicking on the check mark for that row.
- To fix "Errors/Warnings" noted, click the "Return to Review" button for a survey to resolve the issues on the "Step 2 - Review" screen.
- After you determine the survey(s) to submit, click the "Continue" button in the lower right to continue to the Submission Certification.

"Can Submit" equals "No":

- Surveys previously submitted will remain "No" unless the data changes after the last submission.
- For other surveys with "No," click the "Return to Review" button for a survey to resolve the issues on the "Step 2 - Review" screen.

<input type="checkbox"/>	Can Submit	Responses	Errors / Warnings	Review	Last Submission	Data Changed Since Last Submission	Survey	CFN
<input checked="" type="checkbox"/>	Yes	View Responses	0/7	Return to Review			RT-44422	5000091005
<input checked="" type="checkbox"/>	Yes	View Responses	0/7	Return to Review			RT-44422	5000091006
<input type="checkbox"/>	No	View Responses	0/0	Return to Review			NC-99001(L)	5000091001
<input type="checkbox"/>	No	View Responses	0/0	Return to Review			RT-44422	5000091007
<input type="checkbox"/>	No	View Responses	2/8	Return to Review			RT-44422	ADD_500001

Total Items: 5 (Selected Items: 2)

[Step 2 - Review](#) [Continue](#)

Submitting a Survey - Certification

Submit

Submission Certification

This report is substantially accurate and was prepared in accordance with the instructions.

2 Survey(s) have been selected to be submitted.

Is the time period covered by the information reported for these Surveys a calendar year?

☐ Yes

☐ No - Enter time period covered below

From:

Month

Year

To:

Month

Year

Name

Title

Telephone

Fax

Email

Date Completed

03162018

Cancel Submission and Return to Step 3 - Submit

Submit Locations